

Press Release

City of Bixby Unveils Redesigned Website

May 3rd, 2012

BIXBY, OK May 3rd, 2012- After months of behind-the-scenes work by City staff, Bixby has unveiled its newly redesigned website, which went “live” yesterday, Tuesday, May 1st, 2012.

The new website is still located at www.bixby.com, but has a very different look and feel than the previous version, which had not been significantly changed since it was created.

“It was sufficient in its time, but the old website didn’t really meet our high standards of being easy to navigate, user-friendly, and visually appealing” said Doug Enevoldsen, City Manager, “The City of Bixby maintains one of the leanest governmental operations in the Tulsa Metro region, relative to its population, which is accomplished by focusing on providing core services, having our staff wear many hats, plus through partnerships and privatization of certain services which may be publically provided elsewhere. The website needed an overhaul that would promote a consistent image, reflect the City’s core purpose and values, and offer the community a more effective means of obtaining information and becoming engaged with the City. With the vast majority of Bixby citizens connected to the Internet, it was important that we make it an up-to-date tool. This new site does just that.”

The website today is streamlined with a reduced, more manageable number of links on the front page as well as being modified to be user-friendly for mobile devices. There are sets of alternating photos on the front page to keep it fresh to the repeat visitor, and its graphics have been selected to evoke the concept of “the community of Bixby.” The new site includes a menu offering quick links to the most-requested pages or functions, and “FAQ” Frequently-Asked-Questions for immediate access to the top issues of the day. There is a new site map, an improved search engine, links to the most recent news and information, and a centralized events calendar, making this website easier to use, more appealing, and more useful.

With the thousands of files available on the City’s website, the process of converting all from the old format to the new will continue as the City progresses. One of the features of a

highly-used website is its dynamic nature and its constant state of being upgraded and improved, so visitors to the City's website will continue to see it evolve and change to meet the ongoing needs of the community.

Visit the City of Bixby's new website at www.bixby.com for information about the City and its services, the community, recreation programs, education, and City government.

Website design by INTERNETworks.

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